

National Canners Association

WASHINGTON, D. C.

Information
Letter



For N. C. A.
Members

Membership Letter No. 54.

March 8, 1924.

Early Reports Indicate Successful 1924 Canned Foods Week.

Mrs. Scott, in Radio Talk, Extols Canned Foods.

Laboratory Issues New Circular Regarding Black Discoloration
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Also Canned Fruits for Making Desserts.

Official Joint Committee Considers Pea Standards.

Early Reports Indicate Successful 1924 Canned Foods Week.

Although there has not been time for complete reports to reach Washington, there is every evidence that the 1924 Canned Foods Week will set a new high record for this now famous event. A special appeal went forth from the National Chain Store Grocers Association to its members, which said: "It is to your interest to assist in making Canned Foods Week a success, and your co-operation will be appreciated."

As a feature of Canned Foods Week, canned foods luncheons were given in one hundred and eighty-six cities, representing forty States, Canada, and Hawaii. A special canned foods menu was served at these luncheons, and there were, of course, Canned Foods Week speakers. The luncheons were given by the Rotary, Kiwanis, Lions, Optimist, and other clubs.

Mrs. Scott, in Radio Talk, Extols Canned Foods.

Among numerous canned foods radio speakers was Mrs. Anna B. Scott, the famous food economist of the Philadelphia North American, who broadcasted a talk each day during the Week. On Saturday, March 1, discussing the general use of canned foods, Mrs. Scott spoke, in part, as follows:

"On this, the first day of National Canned Foods Week, I want to say as emphatically as possible that during my many years of experience as a housekeeper and restaurant and hotel manager and as cooking expert and food economist of The North American, I have tested canned foods of every sort in every way, and have yet to find them wanting.

"I was among the first to make wide use of canned fruits, vegetables, fish, and meats in the daily menu, and I have yet to know of an instance

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in which such foods, when properly cared for after opening, and rightly prepared, have not given entire satisfaction, both to the cook and the consumer. Indeed, I think the present-day method of thus preserving fresh foods for use anywhere at any time is one of the greatest advances of the last two hundred years. I am sure it means more than we imagine to the health and happiness of millions of homes."

Laboratory Issues New Circular Regarding Black Discoloration in Canned Corn.

There is now available for distribution a new Circular, No. 9-L, "Black Discoloration in Canned Corn", issued by the Research Laboratory of the National Canners Association. This circular contains a summary of the results published in Bulletin No. 18-L, together with a statement of the progress of the work on black discoloration in corn subsequent to the publication of Bulletin No. 18-L.

Trade Commission Rules on Misleading Name and Price.

Two recent complaints issued by the Federal Trade Commission may be of interest to members.

A manufacturer of paint sold paint under the name of "U.S. Marine Paint", and was charged with deceptive and unfair practices, as the manufacturer was not in any way connected with the United States Government or Navy, nor was the paint made in accordance with any Government formula or specifications.

The Commission also charged unfair business practices against a manufacturer of fountain pens who marked certain pens at a very much higher price than the actual retail sale price with the idea of making the purchaser believe that he was securing a pen of high grade at a great discount.

Labeling of Canned Cherries.

The National Canners Association has received the following letter from P.B.Dunbar, Acting Chief of the Bureau of Chemistry:

"I have your letter of February 9 quoting a communication regarding the labeling of canned cherries with the expression 'packed in juice'.

"This expression is properly applicable only to cherries that are actually packed in cherry juice. It is not properly applicable to cherries packed in either water or sirup. There is no requirement of the Federal Food and Drugs Act that the packing medium be declared on the label, but whatever statement is made should, of course, be true to fact and should not be misleading in any particular."

The Nature of Corrosion in Canned Fruits.

In the March number of the Journal of Industrial and Engineering Chemistry, an article will appear by E.F.Kohman and N.H.Sanborn, entitled "The Nature of Corrosion in Canned Fruits". This was given before the Northwest Canners Association and before the Fruit Section of the National Canners Association at the Buffalo convention. A somewhat modified article containing the same and additional data more directly interesting to canners and dealing more with Doctor Kohman's work in the Northwest the past summer is being sent to the trade papers under the title "A New Hypothesis of Perforations." Following is a synopsis of it.



The acidity of fruits is not the primary factor involved in causing perforations, hydrogen swells, and springers. This follows from the fact that there is no relationship between the acidity of the different fruits and the extent to which they cause trouble and that perforations, hydrogen swells, and springers occur least in plain cans. The fact that enameled cans give rise to more perforations, hydrogen swells, and springers is taken to indicate that the causative factor is present in limited quantity which can be taken care of without much injury by the entire areas of the plain can, but not by the small unprotected area in the enameled can. A small amount of oxygen in a No. 2 enameled can acts in this manner with canned apples. But oxygen is not always the causative factor, as its removal by means of a vacuum does not eliminate perforations with all fruits as it does with apples. This indicates other oxydizing agents in such fruits. It is suggested that these may be intermediary respiratory substances resembling oxyhaemoglobin of our own respiratory system, or possibly non-oxygen bearing compounds, so-called hydrogen acceptors, possibly the fruit colors, the anthocyanins. The most practical method for the removal of oxygen is to employ the respiratory process in the fruits. This is at present done in a most efficient way in the soaking of apples, if this soaking is properly carried out.

The fact that oxygen disappears slowly and hydrogen formation follows soon after its disappearance in enameled cans, whereas in plain cans the oxygen disappears rapidly but hydrogen formation is much delayed is shown to indicate that there is a protection of some sort in the can against acid alone, but the combination of acid and oxygen is able to break down this protection to enable the acid to continue its action even after the oxygen is all used up. There is no evidence at present to indicate the nature of this protective.

Reprints of the article upon which the above is based will soon be available.

Foodstuffs Contributions Asked for Russian Refugee Children.

An appeal for help in behalf of the Russian refugee children of Europe has been received from Albert E. André, secretary of the American Committee for Relief of Russian Refugee Children, 700 Tribune Building, New York City. Contributions of all foodstuffs are desired, particularly canned vegetables and fruits.

Three Staple Canned Vegetables Discussed by Noted Writer,
Also Canned Fruits for Making Desserts.

Considerable space is given to two illuminating articles in the March issue of the Modern Priscilla.

Under the heading of "Judging the Big Three in the Can--Peas, Tomatoes, and Corn", Dorothy Knight writes, in part, as follows:

"'What's in a can?'

"'How can I answer such a question', you say, 'until I have seen the can?'

"True enough; but are you quite certain that you can accurately answer the question then? The canner labels his product so you can see at a glance whether the can contains peas, tomatoes, or corn; but can you tell from the outside of the can the tenderness of the peas, the quality of the tomatoes, the maturity of the corn?



"Now, if you know your 'gospel', as all discriminating housewife-buyers should know it, you will reply that what you are careful to do in selecting canned foods is to buy a well advertised brand on which you have learned to depend; and that you make it a point to read the labels. (Thrice blessed are you if you can say that!) But suppose, just for instance, that your dealer carried three grades of corn--all of the same size and all the same brand, priced respectively at twelve, fifteen, and twenty cents per can. If you are the average buyer, I dare say your mind would work something like this: 'I wonder what the cheapest grade is like? Probably no good. Besides, it might make me look "cheap" if I selected it. Twenty cents seems high. Perhaps that middle grade---' and then you ask the dealer 'Just what is the difference?' The dealer, being a busy man, and reading your hesitancy over the twenty-cent corn, will probably say--'Well, of course the twenty-cent corn is a little the best, but the fifteen-cent is a very good corn, and a good value for the money.' So you decide on the fifteen-cent corn, and go on your way. And the next time you go to the grocer's to buy corn, you go through the same program.

"Now it happens that it has been decreed by the powers that be, namely the National Canners Association, and the Department of Agriculture at Washington, that a definite standard be adopted for the product, canned corn. All canners must comply with this standard; and under the general standard, the product is classed into grades--usually four, which in turn, are carefully defined and priced accordingly. Usually the housewife knows only in a vague way, if at all, why one can of corn costs twenty cents while another can costs only fifteen."

Then follow, in considerable detail, the definitions and standards of canned corn, peas, and tomatoes.

Under the heading, "Canned Fruits Make Delicious Desserts", Ruth Axtell Chalmers gives eight inviting and apparently new recipes--Raspberry Bavarian Cream; Pineapple Tarts; Baked Apples, Pineapple Filling; Ginger Pear Custard; Apricot Sponge Shortcake; Minted Fruit Cup; Apricot-Pineapple Sherbet; and Peach Pan Dowdy.

Official Joint Committee Considers Pea Standards.

At a meeting of the Joint Committee on Definitions and Standards, in Washington on February 26, the canned pea standards prepared and recommended by the Pea Section of the National Canners Association were considered, and representatives of the canning industry were given a hearing. A very interesting discussion of the whole subject of standards for canned foods took place, and representatives of the committee indicated that, from their standpoint, the following questions are of great importance:

(1) Can the Committee feel that the industry and the trade will support these standards, if used as a basis for action for misbranding? That is, do these standards properly represent trade distinctions between the different grades?

(2) Are definitions precise enough to be enforceable? The use of such terms as "reasonably", "practically", and the definition of one standard of quality on its comparative relation to a higher quality, were particularly referred to in this connection.

(3) Are they in the interest and for the protection of the consumer, as well as for the benefit of the trade?

The Committee, according to its usual custom, made no decision at that time, but, presumably, some announcement will be made shortly.

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